



**TEXAS DEPARTMENT OF HEALTH
AUSTIN TEXAS
INTER-OFFICE**

02-054

TO: Regional Directors
Directors, Local Health Departments
Directors, Independent WIC Local Health Agencies
Director, Office of Public Health Practice

FROM: Barbara Keir, Director {Original Signed}
Division of Public Health Nutrition and Education
Bureau of Nutrition Services

DATE: May 3, 2002

SUBJECT: 2002 Outreach Campaign

The Texas Supplemental Nutrition Program for Women, Infants, and Children (WIC) will begin a 10-12 week television campaign on May 20, 2002. The purpose of the campaign is to encourage potentially-eligible clients to apply for WIC benefits. We will be alternating four spots:

- "Elible" – which targets young children and first aired in 2000.
- "Something to Think About" – which targets pregnant women and first aired in 1999.
- "Super Kids" – which also targets young children and first aired in 2001.
- "Sports Announcer" – which promotes breastfeeding and has never been aired.

The campaign will begin on May 20th in Austin, Dallas, El Paso, Houston, the Rio Grande Valley, and San Antonio markets. On May 27th, the campaign will be begin in Abilene, Amarillo, Beaumont, Corpus Christi, Laredo, Lubbock, Midland, San Angelo, Sherman/Denison, Texarkana, Tyler/Longview, Waco/Bryan, and Wichita Falls markets.

If you have questions about the campaign, please contact Barbara Keir, Director, Division of Public Health Nutrition and Education at 512-458-7111, extension 2144, or e-mail her at barbara.keir@tdh.state.tx.us.